APR 27

Broadcasting®

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C 1850 14

❑ TV OWNERSHIP RULES IN PLAY / 4

❑ MAY SWEEPS: SIX VETERAN SERIES MAKE CURTAIN CALL / 22

❑ TV STATIONS REPORT SLIGHT IMPROVEMENT IN FIRST QUARTER / 34

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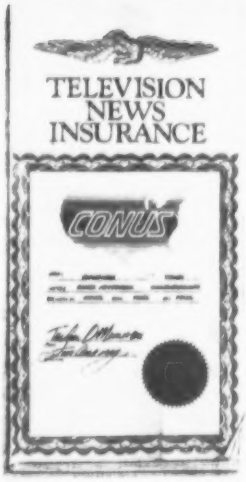

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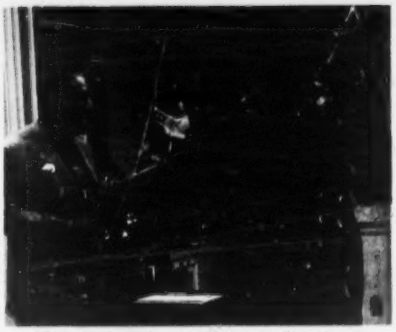
OUR GOAL: To provide local broadcasters the independence, the options and the technical capability they need to determine their own destinies in an evolving industry.

THE APRIL EDITION
RADIO EXTRA

This Week

NEW TV RULES / 4

Upping the limit on same-market ownership appeals to mid-sized TV group owners, but affiliate groups are still focusing on PTAR, retransmission consent.



May sweeps includes farewell episodes of favorites, like 'Cosby' (p. 22)

ABORTION AD FUROR/41

An Indiana congressional candidate's TV ads showing aborted fetuses have raised the ire of stations and viewers, but the stations have no choice but to air them.

DIRECTV HITS SALES TRAIL / 14

A $250-million agreement with the National Rural Telecommunications Cooperative in place, Hughes's DirecTv is now assembling a 20-channel package of programing for a DBS lineup.

SWEPT AWAY / 22

Rather than the usual slate of blockbuster specials, the networks are rolling out farewell episodes of some top series to boost sweeps viewing. Among the departing: *Cosby, Golden Girls, Growing Pains* and *Who's the Boss?*

DirecTv starts search for programing (p. 14)

MODEST REVENUE GAINS / 34

Cost controls helped boost first-quarter profit margins for TV station group owners, but they reported only modest revenue increases, and in some cases declines, over the Gulf War-ravaged first quarter '91.

NEW RADIO AWARDS / 37

A new awards program, sponsored by the Radio Creative Fund and offering $200,000 in cash prizes, will honor writers of the most creative radio advertisements of 1991.

CABLE'S BEST FACE / 39

The NCTA will use its annual convention to spread the word on cable's good works, hoping to catch the attention of potential reregulators in D.C.

NAB EQUIPMENT PARADE / 46

Broadcasters at NAB '92 saw and heard the promises of the new digital age, accompanied by assurances that NTSC equipment was still a good long-term buy.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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CABLEVISION TAKES PPV OLYMPICS

Chairman's son James Dolan now heading up Triplecast

By Sharon D. Moshavi

NBC-Cablevision Systems's pay-per-view Olympics Triplecast has gone through another management change. James Dolan, Cablevision vice president and son of chairman and CEO, Charles Dolan, is now heading up the three-channel summer event starting July 25.

All aspects of the event are being handled by Dolan. "It is now completely my purview....I'm running the project," he says. The only exceptions are the creative side of marketing and public relations, which NBC corporate took over from its Triplecast staff several months ago (see BROADCASTING, Feb. 17). But Dolan says "media placement, the emphasis and the message," of the marketing program are his to create.

The move indicates a shift in control from NBC, which had been managing the project, to Cablevision, which had been more of a silent partner. Cablevision's loss exposure is $50 million, while NBC has no cap on how much it can lose. If there is an upside, however, both share equally in the revenues. The calculations will be based on total Olympics revenues—both broadcast and PPV.

NBC also shied away from the PPV event at an Olympics press conference two weeks ago. At the event, NBC Sports President Dick Ebersol and executive producer Terry O'Neill refused to answer any questions regarding the PPV event, saying the press conference was to be focused on the broadcast event. Another press conference, which was fed to network affiliates, was held later that day and the Triplecast was again off limits. The task force of a dozen peo-

Broadcasting's Ratings Week 5 Apr 13-19

	ABC	CBS	NBC	FOX
MONDAY	8.0/13	13.4/22	10.2/17	4.6/8
8:00	66. ABC Monday Night Movie—Broadcast News 8.0/13	24. Evening Shade 11.8/20	16. Fresh Prince 13.2/23	91. Fox Night at the Movies—Say Anything 4.6/8
8:30		26. Brooklyn Bridge 11.3/19	22. Blossom 12.1/20	
9:00		4. Murphy Brown 15.3/24	59. NBC Monday Night Movie—Parker Kane 9.0/15	
9:30		8. Designg Wmn 14.2/23		
10:00		10. Northern Exposure 13.9/24		
10:30				
TUESDAY	15.0/25	11.4/19	10.6/18	NO PROGRAMING
8:00	7. Full House 14.6/26	20. Rescue: 911 12.4/21	63. Mann & Machine 8.5/15	
8:30	2. Home Improvmt 18.3/30			
9:00	1. Roseanne 20.2/32	32. CBS Tuesday Movie—Ned Blessing: Life Story 10.9/18	36. Law and Order 10.7/17	
9:30	5. Room for Two 15.0/24			
10:00	30. Civil Wars 11.0/19		18. Dateline NBC 12.7/22	
10:30				
WEDNESDAY	10.1/17	8.3/15	12.2/21	NO PROGRAMING
8:00	48. Wonder Years 9.7/18	67. Royal Family 7.7/14	5. Unsolved Mysteries 15.0/26	
8:30	50. Doogie Howser 9.6/16	65. Davis Rules 8.4/14		
9:00	55. Room for Two 9.2/15	80. What About Me? I'm Only 3 6.4/11	11. Seinfeld 13.7/23	
9:30	48. Sibs 9.7/16		27. Dear John 11.2/19	
10:00	29. Homefront 11.1/20	38. 48 Hours 10.5/19	58. Quantum Leap 9.1/16	
10:30				
THURSDAY	10.5/19	9.6/17	12.0/21	8.8/15
8:00	61. Columbo 8.9/16	51. Top Cops 9.5/18	45. Cosby 9.9/19	44. Simpsons 10.1/19
8:30			41. A Diffrnt World 10.3/19	70. Drexell's Class 7.3/13
9:00		45. Street Stories 9.9/17	16. Cheers 13.2/22	61. Beverly Hills 90210 8.9/15
9:30			25. Wings 11.7/19	
10:00	12. Primetime Live 13.6/24	53. Human Factor* 9.3/16	13. L.A. Law 13.4/23	
10:30				
FRIDAY	11.9/23	7.0/14	9.0/17	6.1/12
8:00	33. Family Matters 10.8/22	88. Tequila and Bonetti 5.5/11	45. Matlock 9.9/20	79. America's Most Wanted 6.5/13
8:30	30. Step By Step 11.0/22			77. Sightings* 6.7/13
9:00	33. Dinosaurs 10.8/20	67. CBS Friday Movie—Murder Times Seven 7.7/15	63. Fifth Corner* 8.5/16	91. Hidden Video 2 4.6/9
9:30	37. Baby Talk 10.6/20			
10:00	9. 20/20 14.0/27			
10:30				
SATURDAY	7.7/15	6.3/13	10.2/20	8.0/16
8:00	74. Who's the Boss? 6.8/14	83. Daffy's Easter 6.1/13	43. Golden Girls 10.2/21	69. Cops 7.5/16
8:30	78. Billy 6.6/13	87. Claymation Easter 5.7/11	38. Powers That Be 10.5/21	55. Cops 2 9.2/18
9:00	72. Perfect Strang. 7.2/14	81. Tequila and Bonetti 6.2/12	27. Empty Nest 11.2/22	59. Code 3 9.0/17
9:30			41. Nurses 10.3/20	83. Hidden Video 6.1/12
10:00	53. The Commish 9.3/19	74. Trials of Rosie O'Neill 6.8/14	52. Sisters 9.4/19	
10:30				
SUNDAY	9.8/18	13.7/25	7.8/14	8.1/15
7:00	86. Life Goes On 5.8/13	3. 60 Minutes 15.4/34	83. Against All Odds 6.1/14	93. True Colors 4.5/10
7:30			81. Against All Odds* 6.2/13	90. Parker Lewis 5.0/11
8:00	20. Am Fun Hme Vid 12.4/23	18. Murder, She Wrote 12.7/23	74. Mann & Machine 6.8/12	73. Roc 6.9/13
8:30				23. In Living Color 12.0/21
9:00	33. ABC Sunday Night Movie—Pink Cadillac 10.8/18	15. CBS Sunday Movie—Kraft's: The Secret 13.3/23	55. NBC Sunday Night Movie—Revolver 9.2/16	13. Married w/Childn 13.4/22
9:30				38. Herman's Head 10.5/17
10:00				70. Std by Your Man 7.3/13
10:30				89. Get a Life 5.4/10
WEEK'S AVGS	10.4/19	10.1/18	10.2/18	7.3/13
SSN. TO DATE	12.1/20	13.7/22	12.2/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KLZ(AM) Denver □ Sold by Summit Communications Corp. to Donald Crawford for $1.5 million. **Seller** is principally owned by trustees of the Gordon Gray family and owns WAOK (AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WFYR-FM Chicago; KJMV(FM) Dallas; KHVN(AM) Fort Worth; WONE(AM)-WTUE(FM) Dayton, Ohio; KAZY(FM) Denver and WRKS-FM New York. **Buyer** is the principal of Crawford Broadcasting Co. and owns WDJZ(FM) Birmingham, Ala.; KBRT(AM) Avelon, Calif.; WYCA (FM) Hammond, Ind.; WMUZ(FM) Detroit; WDCX(FM) Buffalo, N.Y., and KPBC(AM) Garland, Tex. KLZ is full-timer on 560 khz with 5 kw. *Broker: H.B. La Rue, Media Brokers*

WSJP(AM)-WBLN-FM Murray, Ky. □ Sold by Starlite Communications Inc. to WML Communications Inc. for $1.225 million cash. **Seller** is headed by Michael G. Karem and has no other broadcast interests. **Buyer** is headed by Sam Parker and has no other broadcast interests. WSJP has C&W format on 1130 khz with 2.5 kw day and 250 w night. WBLN-FM has AC format on 103.7 mhz with 100 kw and antenna 661 feet above average terrain.

KATM(FM) Colorado Springs □ Sold by Surrey Front Range LP to Falcon Media Inc. for $950,000. **Seller** is headed by J. Kent Nichols and has no other interests. **Buyer** is headed by Edward Atsinger and the Roland Hinz and Lila Hinz Living Trust. Atsinger is a principal in Salem Communications, which controls: WMCA(AM) New York; KGER(AM) Los Angeles; WYLL(FM) Chicago; WAVA(FM) Washington; WEZE(AM) Boston; KGNW(AM) Seattle; WKPA(AM)-WORD(FM) Pittsburgh; KPDQ-AM-FM Portland; KLFE(AM) Riverside-San Bernardino; KPRZ(AM) San Diego; KDAR(FM) Oxnard and KAVC(FM) Rosamond, all Calif., and WRFD(AM) Columbus, Ohio. Atsinger is also a principal in KKLA(AM) Los Angeles, KFAX(AM) San Francisco, KKXX(FM) Bakersfield and KEZL(FM) Fowler, all California. KATM(FM) is on 100.7 mhz with 13.5 kw and antenna 2,218 feet above average terrain. *Brokers: Media Venture Partners and Kalil & Co.*

WVGA(TV) Valdosta, Ga. □ Sold by Morris Network Inc. to Tallahassee Channel 27 Inc. for $850,000. Terms: $700,000 cash at closing and $150,000 five-year noncompete covenant. **Seller** is headed by Charles H. Morris, and has interests in WMGT(TV) Macon, Ga; WDHN(TV) Dothan, Ala., and KARK-TV Little Rock, Ark. **Buyer** is headed by Elio Betty Jr., and is licensee of WTXL-TV Tallahassee, Fla. WVGA is ABC affiliate on ch. 44 with 1,285.3 kw visual, 257 kw aural and antenna 920 feet above average terrain.

WBTI(FM) Lexington, Mich. □ CP sold by Vector Broadcasting Inc. to Hanson Communications Inc. for $350,000. Terms: $300,000 cash at closing and $50,000 consulting agreement. **Seller** is headed by Timothy Martz, and is also permittee of WXEB(FM) Chateaugay, N.Y., and WKNW-FM Canaan, Vt. Martz has 90% interest in permittees of WBFX(FM) Grand Marais, Minn., KYWG(FM) Sarles, N.D., and in licensees of WKNW(AM)-WYSS(FM) Sault Ste. Marie, Mich., and WEST(AM)-WBPW(FM) Caribou-Presque Isle, Maine. He has 80% interest in licensees of WFNL(FM) Sturgeon Bay, Wis., WZNL(FM) Nor-

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$304,500** □ **5**
FM's □ **$1,002,500** □ **4**
AM-FM's □ **$1,750,000** □ **2**
TV's □ **$860,000** □ **2**
Total □ **$3,917,000** □ **13**

1992 to Date:

AM's □ **$15,104,586** □ **53**
FM's □ **$49,775,746** □ **71**
AM-FM's □ **$62,449,925** □ **42**
TV's □ **$251,190,620** □ **18**
Total □ **$378,520,877** □ **184**

For 1991 total see Jan. 27, 1992 BROADCASTING

CONSISTENTLY

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WINTER ARBITRON RATINGS
TOP SIX MARKETS

Station	Format	Fall	Winter
1. New York			
WRKS (FM)	Urban	5.2	5.5
WLTW (FM)	Soft AC	5.8	5.4
WBLS (FM)	Urban	4.4	4.9
WMXV (FM)	Soft AC	4.2	4.3
WCBS (FM)	Oldies	4.9	4.2
WXRK (FM)	Classic Rock	3.9	4.1
WOR (AM)	Talk	3.3	4.0
WQHT (FM)	CHR	4.8	3.9
WINS (AM)	News	4.1	3.8
WNEW (FM)	AOR	3.8	3.7
2. Los Angeles			
KPWR (FM)	CHR	4.3	6.0
KIIS (AM-FM)	CHR	4.9	5.0
KOST (FM)	Soft AC	6.0	4.8
KWKW (AM)	Spanish	3.8	4.2
KBIG (FM)	AC	3.2	4.2
KKBT (FM)	Urban	3.8	3.8
KLOS (FM)	AOR	4.4	3.5
KRTH (FM)	Oldies	4.0	3.5
KABC (AM)	Talk	4.2	3.4
KLVE (FM)	Spanish	4.0	3.3
3. Chicago			
WGN (AM)	MOR/Talk	8.5	8.8
WGCI (FM)	Urban	6.8	6.8
WBBM (FM)	CHR	5.1	5.0
WUSN (FM)	Country	3.8	4.7
WBBM (AM)	News	5.1	4.0
WWBZ (FM)	AOR	3.8	4.0
WVAZ (FM)	Urban	4.2	3.9
WXRT (FM)	AOR	3.3	3.8
WLIT (FM)	AC	3.4	3.7
WJJD (AM)	Standards	3.2	3.4
4. San Francisco			
KGO (AM)	News/Talk	8.4	8.4
KCBS (AM)	News	5.5	4.9
KMEL (FM)	CHR	5.3	4.6
KFRC (AM)	Nostalgia	4.3	4.5
KOIT (FM)	Soft AC	3.0	3.9
KSAN (FM)	Country	2.9	3.7
KNBR (AM)	Talk	3.3	3.4
KIOI (FM)	AC	2.7	3.3
KSOL (FM)	Urban	2.9	2.8
KABL (FM)	AC	2.7	2.8
5. Philadelphia			
KYW (AM)	News	7.6	8.4
WUSL (FM)	Urban	6.8	7.1
WMMR (FM)	AOR	7.2	6.2
WEAZ (FM)	AC	5.1	6.0
WYSP (FM)	Classic Rock	6.2	5.9
WPEN (AM)	Nostalgia	4.3	5.5
WEGX (FM)	CHR	4.9	4.9
WWDB (FM)	Talk	4.7	4.8
WXTU (FM)	Country	4.9	4.3
WYXR (FM)	AC	3.8	4.2
6. Detroit			
WJR (AM)	News/Talk/AC	9.3	8.3
WJLB (FM)	Urban	6.6	6.3
WWJ (AM)	News	6.3	6.2
WWWW (FM)	Country	5.3	5.0
WXYT (AM)	News/Talk	4.3	4.8
WLTI (FM)	Soft AC	3.8	4.7
WHYT (FM)	CHR	4.4	4.6
WLLZ (FM)	AOR	4.3	4.5
WJOI (FM)	Easy	3.9	4.4
WKQI (FM)	CHR	4.7	4.4

Source: Arbitron. Persons 12 plus, total week, Winter 1992.

MORE TOP-LEVEL CHANGES ANNOUNCED AT UNISTAR

Programing chief Salamon to head West Coast office; Teeson to form own company

By Peter Viles

In what appears to be the last trickle of executive changes stemming from its formation by merger in 1989, the Unistar Radio Networks put longtime programing chief Ed Salamon in charge of the network's new West Coast office and said goodbye to another Colorado-based executive.

The changes come one month after Unistar's Colorado-based co-chairman and chief executive officer C. T. "Terry" Robinson resigned, leaving management of the networks to the other co-chairman and CEO, Nick Verbitsky.

On April 15, Verbitsky announced he had chosen Salamon to run Unistar's new West Coast offices in Valencia, Calif. Salamon, who joined Verbitsky and Dick Clark in founding United Stations in 1981, will retain his title and duties as president of programing and will take on management of the Valencia office, with responsibility for Unistar's satellite formats.

Unistar's CEO Nick Verbitsky

A native of Pittsburgh, Salamon first made his mark in radio at KDKA, where he pioneered the technique of call-out music research in the early 1970's. He later became program director at WHN(AM), then New York's dominant country station, and also served as national program director for Storer Radio before joining in the founding of United Stations.

"Ed and I have been colleagues, partners and friends for 17 years now," Verbitsky said. "I have no doubt that Ed's effective leadership will translate perfectly into the satellite format arena."

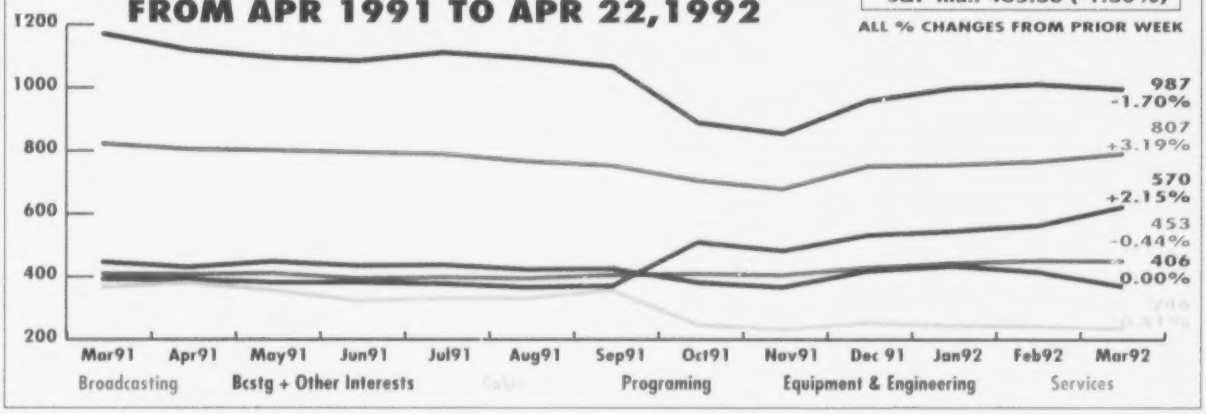
On Monday (April 20), Unistar's senior vice president for affiliate relations, Jim Teeson, resigned to start his own media services company. Teeson, a veteran of the Transtar Radio Networks, joins several other former Transtar executives who have departed Unistar, including Robinson, Gary Fries (now president of the Radio Advertising Bureau) and operations director Tom Page.

"I've had an enjoyable and productive five years with Transtar and Unistar," Teeson said. "I have the utmost respect for Nick Verbitsky, Ed Salamon, Bill Hogan and many of my colleagues. There's a tremendous pool of talent and some of this country's best broadcasters at Unistar." ■

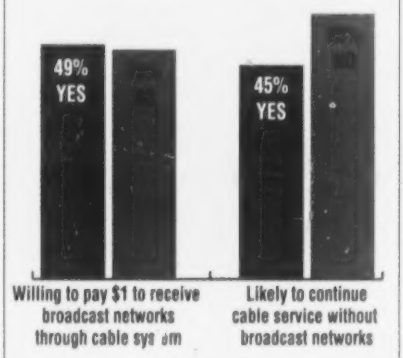
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 22,1992

NASDAQ: 578.23 (-2.79%)
S&P Ind.: 485.36 (-1.30%)
ALL % CHANGES FROM PRIOR WEEK

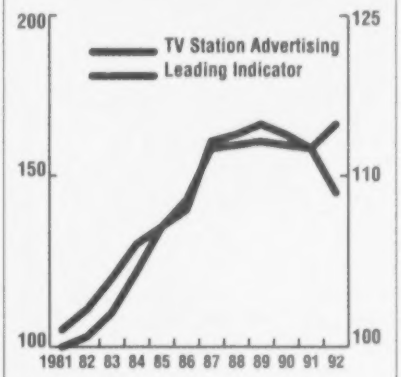


IF CABLE SYSTEM DIDN'T TRANSMIT BROADCAST* NETWORKS



Source: Survey by Lintas Worldwide * ABC, CBS, NBC and FOX

TELEVISION STATION ADVERTISING INDEX



Source: Cahners Economics

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	**11,129**	**1,334**	**12,463**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	**1,496**	**201**	**1,697**
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	**1,231**	**1,009**	**2,240**
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research

A Delaware court is now the venue for controversy surrounding the aborted $70.2 million sale of WHO-AM-TV and KLYF(FM) Des Moines, and KFOR-TV Oklahoma City. Attorneys representing would-be purchaser VS&A Communications Partners LP, the majority owner of Hughes Broadcasting Partners, asked the court to force the seller, Palmer Communications, to resume negotiations toward a definitive contract. The suit is also said to assert that Palmer's firing of its VP, broadcasting, Ken McQueen, violated a provision in the sale's letter of intent. Last Tuesday Palmer filed a motion to dimsiss the suit, saying it had no binding obligation to negotiate or executive a definitive agreement. A hearing on the motion to dismiss has been set for May 26. If the court allows the suit to proceed, the trial is expected to begin in late July.

Blair Television has signed a new agreement to handle the national and spot TV sales for King Broadcasting Co. and the new ownership of the five-station group, the Providence Journal Corp., effectively expanding the relationship Blair has had with King since 1949. According to Tim McAuliff, president of Blair Television, the rep firm will also take over responsibility for King's regional rep firm, Northwest TV Sales.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 12. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.6/223/96
2. Star Trek	12.1/235/98
3. Jeopardy!	10.6/214/96
4. Oprah Winfrey Show	10.4/222/99
5. Entertainment Tonight	7.8/188/95
6. Married...With Children	7.4/175/93
7. Current Affair	7.1/175/94
8. Wheel of Fortune	6.6/182/78
9. Cosby Show	6.1/203/96
10. Donahue	5.9/226/99
10. Inside Edition	5.9/130/87
12. Sally Jessy Raphael	5.4/208/96
13. Hard Copy	5.2/175/93
13. Star Search	5.2/189/96
14. In the Line of Duty	5.1/100/74

BONNEVILLE RESTRUCTURES MANAGEMENT AT KSL-AM-TV SALT LAKE CITY

Bonneville International announced it is combining management and certain operations of its KSL-AM-TV Salt Lake City. The two stations will now have one general manager, William Murdoch; one vice president for sales, Cliff Snyder, and one vice president for news and programing, Al Henderson. Murdoch, formerly general manager of KSL-TV, will continue to report to KSL President Bruce Reese.

According to Reese, "Our primary product is news in both properties. We have benefitted from increasing cooperation between the two news-gathering organizations over the past few years. It is only natural that we recognize that cooperation in our organization structure."

Rodney Brady, Bonneville International president, added: "The objective is to cause the two stations to operate as much as possible as a single unit." He said the workforce would not be reduced, but instead, "the same number of people will get much more accomplished."

Brady added that Bonneville was still working on any physical relocation involving the CBS-TV affiliate and the news and information radio station. -cf

William Murdoch

Cliff Snyder

Al Henderson

David Kirschner was named chairman of Hanna-Barbera Inc. last week after serving as the company's president-CEO since 1989. The move is seen as an effort to get the company that TBS acquired five months ago more involved in theatrical production. Coinciding with Kirschner's appointment, the company also announced that **Fred Seibert has been hired as president.** Seibert, who most recently oversaw his own advertising agency, Fred/Alan Inc., will be responsible for the day-to-day administrative operations of Hanna-Barbera.

Kevin Slattery, executive in charge of production of Tribune Entertainment's *The Dennis Miller Show*, has been named producer of the late night talk show, which averaged a 1.3 rating/7 share (NSI) in the February sweeps. Also, **Larry Ferber,** who came over on loan from Tribune's *Joan Rivers*